

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 CIAE-00 INR-07 LAB-04 NSAE-00
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FM AMCONSUL ZAGREB
TO SECSTATE WASHDC PRIORITY 4315
USIA WASHDC
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INFO AMEMBASSY BELGRADE

UNCLAS ZAGREB 157

E.O. 11652: N/A
TAGS: BEXP, YO, US
SUBJECT: AVAILABILITY OF SPACE AT ZAGREB FALL FAIR

REF: A) BELGRADE # ; B) ZAGREB 089; C)USIA 3969

1. AFTER LEARNING INFORMALLY FROM FAIR AUTHORITIES THAT
RENTING OF PART OF FORMER U.S. PAVILION FOR U.S. FALL FAIR
EXHIBIT (PROPOSED REF A) MIGHT NOT BE POSSIBLE, BPAO AND
ECONOFF CALLED ON FAIR AUTHORITIES TO DISCUSS GENERAL QUESTION
OF AVAILABILITY OF SPACE. DIRECTOR OF DEPARTMENT FOR FOREIGN
EXHIBITORS REICHER REPEATED HIS PREVIOUS STATEMENT (REF B) TO
CONSUL GENERAL THAT FAIR ALREADY HAD CUSTOMER FOR ENTIRE
PAVILION, AND ADDED THAT IF U.S. COULD NOT USE ENTIRE PAVILION,
THE FAIR COULD NOT DIVIDE IT.

2. REICHER SUGGESTED FOUR ALTERNATIVES: A) 1000 SQUARE METER
ISLAND IN PAVILION 11A; B) 750 SQUARE METERS OF SPACE IN
PAVILION 32; C) 450 SQUARE METERS OF SPACE IN PAVILION 22
WHICH ALSO HOUSES BULGARIAN EXHIBIT UNDER SAME ROOF; D) 672
SQUARE METERS ON GROUND FLOOR AND 384 SQUARE METERS OF GALLERY
IN PAGODA (PAVILION) 11 BUILT BY PEOPLE'S REPUBLIC OF CHINA.
REICHER SAID FAIR WOULD PRICE ALL THESE AREAS AT 25 DOLLARS/
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SQUARE METER (NOT 30 DOLLARS/SQUARE METER USED FOR ESTIMATE
REF C, PARA 4).

3. FAIR AUTHORITIES STATED THAT THESE ARE THE ONLY ALTERNA-
TIVES LEFT OPEN AT THIS STAGE OF PREPARATIONS FOR FALL FAIR.
THEY STRESSED THE NEED TO KNOW AS SOON AS POSSIBLE WHAT SPACE
THE U.S. WILL REQUIRE.

4. COMMENT: AFTER INSPECTION OF ALL FOUR AVAILABLE AREAS, IT APPEARS THAT PAVILION 32, ALTHOUGH SOMEWHAT LARGER THAN ANTICIPATED NEEDS FOR U.S. EXHIBIT, IS SUITABLE. THE PAVILION IS APPROXIMATELY 49 METERS BY 15 METERS AND MEETS REQUIREMENTS FOR AREA ALONG WALL AND CROWD FLOW MENTIONED IN REF C, PARA 4. U.S. WOULD BE ONLY OCCUPANT OF GROUND FLOOR WITH REMAINING PORTIONS OF BUILDING USED BY FAIR'S "BUSINESS CENTER" OFFICES UPSTAIRS. FAIR DISINCLINED TO LEASE ONLY PART OF GROUND FLOOR, BUT WOULD NOT OBJECT TO USG SUBLEASING SPACE TO ANY PRIVATE U.S. FIRMS AND AGENTS WISHING TO CLUSTER AROUND U.S. EXHIBIT.

5. ACTION REQUESTED: CONGEN WOULD APPRECIATE RECEIVING AS SOON AS POSSIBLE WASHINGTON'S DECISION ON WHICH OF THESE SPACES SHOULD BE RESERVED FOR U.S. FALL FAIR EXHIBIT. KAISER

NOTE BY OC/T: #AS RECEIVED

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